

## President's Corner

### 2009 Annual Report to Members

January 2010

2009 was a very busy year! We accomplished almost all of our goals set out in January. Program attendance was up significantly and our financial condition is good. A newsletter was published every month and programs were planned several months in advance. And, although not an original goal, we initiated programs in Cheyenne. The only weak spot was membership which came in slightly below plan. Thank you to all who have joined, attended programs and shared your suggestions. And a special thank you to the officers and other board members for their time, energy and dedication.

**Programming:** Goals for the year were to sponsor 11 programs (one half-day special event), find a new meeting site, increase attendance by 25%, achieve a satisfaction rating of 80% and publish programs four months in advance. We exceeded that goal with 14 programs, including three offered in Cheyenne thanks to Veronica Pederson and LCCC. We hosted a special event in October at the Embassy Suites in Loveland featuring Michelle Cummings's workshop on The Trust Factor, and we also partnered with NCCA and NCHRA to host a very successful networking event at Biaggis in Loveland in June (attended by 80!). You told us that several of the rooms at the Cottonwood Club were too small and noisy. We tried the Egg & I (still too small for more than 20) and then the Harmony Grill which had a very nice, separate meeting room. (Unfortunately, the Grill closed at year end. We will now meet at the Moot House.) We had a total of 313 participants throughout the year for an increase of 141 or 80% over 2008 and almost 100 or 47% more than our 2009 goal of 215. Even without the special networking event and the launch of programs in Cheyenne, average attendance was 20 for a 30% increase over 2008.

The average satisfaction score was 4.3 or 86% versus plan of 80%. The best attended program apart from the networking event was Workforce Training Opportunities for Northern Colorado by Kathleen Gilliland in April with 31 participants. We tried one dinner program in September, and even though it was cosponsored with NCCA, we had only nine participants which was the low for the year. Consequently no further dinner programs are planned. You also told us last year that programs needed to be planned further in advance so you could calendar them. We achieved our goal of publishing programs and their dates three-four months in advance for 10 months of the year.

**Membership:** Our goals were to add 15 new members (including six joint members with national), retain 80% of our existing members and be sure that Denver-based members were made aware of the Denver chapter at the time of their renewal. In total, year-end membership was projected to decline from 92 to 76 as Denver-based members switched to their local chapter. We added 37 new members, significantly more than planned for the year, and 19 were joint members. Unfortunately, the retention rate came in at only 30% instead of 80% which completely offset the unexpected increase in new members. With

regard to Denver-based members we contacted every new and renewing member to tell them about the Rocky Mountain Chapter (RMC) located in Denver which would probably be much more convenient for them. We also partnered with the RMC to email each Denver-based NRC member with an offer to switch their membership at no cost to the RMC. As a result of these efforts, Denver-based membership has dropped from 32 to 4, even more than we anticipated. At year end membership stood at 67, nine below plan due to the larger than expected decline in Denver-area members. Just over half our members were also national ASTD members.

**Technology:** Our goal was to put up a new, robust, easy-to-use website by year end. We retained a firm to help us with this and the new site became operational in August. In addition to program information you can find minutes from our monthly meetings, the annual budget, board member information and reports to members. We had hoped to create a members-only directory but did not.

**Communication:** Goal was to publish a newsletter every month and remind you of upcoming programs two weeks and 3 days before the event. We have published every month and we continue to notify you of upcoming events regularly per plan. We also committed to highlighting national ASTD events and we have now included these in the newsletter.

**Outreach and Marketing:** Our goal was to improve partnerships we had in place, explore new partnerships and co host at least one event with a partner. We worked closely with NCCA and NCHRA over the spring culminating in the jointly sponsored June Networking Event which was a tremendous success with more than 80 participants. Feedback was outstanding and participants suggested repeating the event at least semiannually. We also conducted a joint September program with NCCA. We have cross publicity arrangements in place with more organizations and send meeting notices to all local papers. We also attended the May and November Chamber of Commerce Business Expositions in Cheyenne.

**Financial:** We planned for a loss this year in anticipation of investments in our chapter's future (web site and member directory) and outsourcing of back office functions. Basic web site functionality is in place, and we have dramatically improved our efficiency and timeliness by outsourcing the newsletter, notices, data base entry and general administration to The Meeting Edge out of Denver. Program revenue came in slightly below plan, but we managed to break even on our programs (goal had been to limit loss to \$1000 vs. the \$2597 loss in 2008) by shifting to lower cost venues and reducing speaker expense. Total expenditures came in below plan as we did not undertake the membership directory or revise our publicity materials. Loss for year was \$8873, higher than the \$5956 loss in 2008 but lower than the planned loss of \$12,400.